

STRATEGIC ROADMAP LEADS TO SUCCESS FOR WOMEN-OWNED COMPANY

ABOUT MERIT ENGINEERING & EQUIPMENT CO. Founded in 2011 and headquartered in Prescott, Arizona, Merit Engineering & Equipment Co. designs and manufactures saws for the professional concrete cutter. When the assets of Masterpiece Engineering Co. (MECO) were acquired in 2008, Husband and wife team, Rita and Greg Ferguson, had a fleet of MECO saws servicing their Southern California-based business, G&F Concrete Cutting, Inc. Faced with the concern of maintaining these machines, Greg and Rita reached out to former MECO Engineer, Juan Vielma, and Merit was born. Merit is a certified minority and women-owned small business with around 20 employees.

THE CHALLENGE. Merit was initially established to service and provide parts to MECO saws, but with more than 60 years of combined experience, principals quickly identified an opportunity to advance the concrete cutting industry by building a new equipment line. Faced with a culture of hard work and a great can do attitude but little or no documented processes, and in order to have a successful transition and long term success, Merit needed to implement business manufacturing processes and programs to help achieve stated financial goals and most importantly establish The Merit way of culture.

MEP CENTER'S ROLE. Merit met RevAZ, part of the MEP National Network™, at an area manufacturing forum and contracted RevAZ to facilitate a strategic business planning session. From that session, an annual roadmap was created defining clear objectives, goals, action plans and timelines. Realizing there was little written documentation of Merit activities and work procedures, ISO 9001 certification was implemented through a RevAZ 3rd party partner. Through another third party partner, SOLIDWORKS® Professional was installed - a 3D CAD product suite that elevates designers' creativity and productivity, allowing engineers to complete more design work in less time and accelerating product time to market. A now annual strategic planning session with periodic revisits is focused on improving communication, supply chain management principles with related goals established with objectives and action plans.

"I am so appreciative of the hard work and services provided by Rick Howell and RevAZ. They energized us to organize and better manage our operations and provided us with information to look at our business more strategically. Rick listens to our challenges, makes suggestions, provides tangible resources to meet those objectives, and checks in to see how things are progressing. RevAZ and Rick Howell are Arizona's best business companion. I encourage any business to utilize this vital asset."

-Rita Ferguson, President

RESULTS



2016 Arizona SBA Exporter of the Year



Improved culture, leadership involvement, results, and communication



133% year over year revenue growth



Added **10** new employees plus 4 Engineering interns

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